

**ABSTRACT**

An award program using exercise equipment and the Internet provides users with incentives to exercise. Incentivizing use of an exercise device, includes providing an exercise device connected to a network, receiving over the network usage information associated with a user's operation of the exercise device, identifying a usage account associated with the user for storing usage point, and increasing a total of usage points stored in the usage account in response to the usage information. As usage points are accumulated, users can spend the usage points on products, services, or discounts on the same.

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